

Let's Put the FUN Back in The Annual FUND

**A Building Block for
Successful Fundraising**

Laurie J. Rogers
804-285-8989
LCJR@me.com

Objectives for this Workshop

Understand critical nature of AF's context in fundraising efforts.

Know how to conduct an AF analysis for goal setting

The power of "Thank You" / Stewardship

Why donor retention matters

The importance of planning

Resources for on-going use

Pyramid of Giving

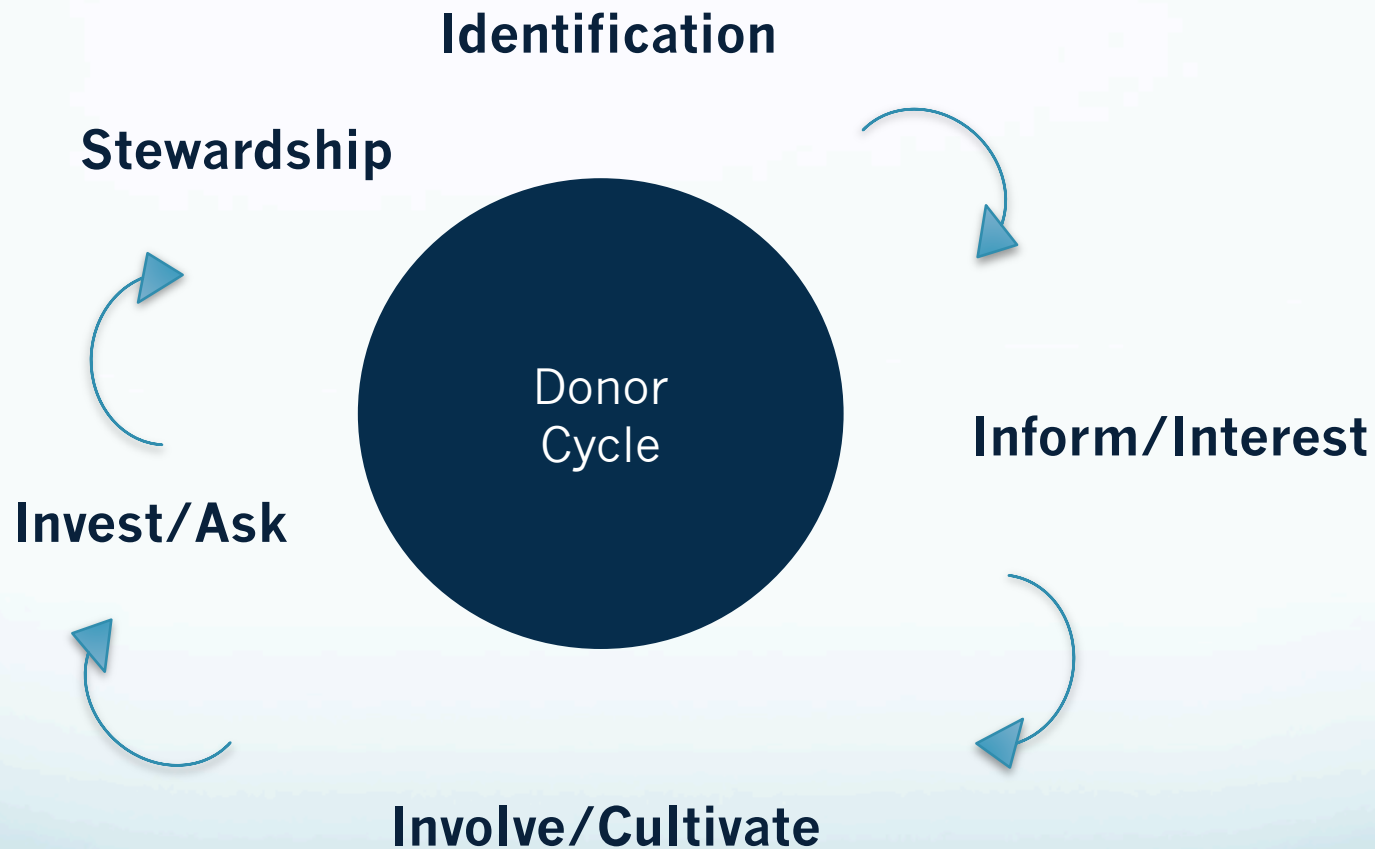


We Sell Opportunity...but we are building relationships

- Offer people opportunities to do great things
- Inspire them
- Challenge them
- Involve them



Fundraising Continuum



Mechanics of Getting to a Successful Annual Fund:

Analysis of last year's efforts

Organized schedule/timetable

Organized office/procedures in place

Thank you, thank you, thank you to donors and volunteers

Phonathons

Thankathons

Donor recognition/annual reports

\$uccessful Annual Funds

Analysis of last year's efforts results in a plan of action for this year.

- What is your donor retention rate???



- Did you make the goal?
- How many donors increased their gifts?
- What %age of donors renewed their gifts?
- What %age did not renew their gifts?
- How many new donors did you get? In what categories?
- How many face to face visits did you make?

\$uccessful AF...Cont'd...



- Which groups produced the best giving records?
- Were FR costs within an acceptable range?
- Which promotional materials were the most effective?
- What was the most profitable method of solicitation?
- What valuable volunteer leadership emerged?
- What new prospects emerged?
- What gifts do you know will NOT come in next year? Plans to fill that void?

Donor Retention

The more we lose, less \$ we raise

Typical donor retention rate:
39%-43%

Calculate: # of donors who gave a
gift in year one

of donors who gave in year one
AND year two

(year=same timeframe)

Who are they: annual, major gifts,
new, program/event

\$6 to get a new donor, less than
\$1.50 to keep the one you have

• 46%

Thank-a-thons

- Requires highly organized records
- New donors LOVE this
- Very effective way to engage the board
- No money requested!
- Stewardship of the organization:
hear from us w/o being asked for \$.



Useful Sites



Aherncomm.com (Tom Ahern)



- Simonejoyaux.com (Simone Joyaux)



- Cygresearch.com (Penelope Burk)



- Blueavocado.org



- 4good.org